

Canadian Film Weekly

VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 22, No. 16

Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915)

Toronto, April 24, 1957

MGM UPS 1957-58 FEATURES TO 36

Cinemas Become Mission Houses

Dark cinemas in Windsor, Hamilton and other Ontario communities are being reopened for free movies, advertised as such in local papers, and are apparently making money for their sponsors, as well as bringing the owner or lessee money pending disposition of the structure.

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Film Material In Weekend Papers

Motion picture publicity in Toronto, not always satisfactory on the press side in the past, appears headed for a better break. The arrival of the Weekend Telegram, on sale Sundays, stirred the Star into an expanded Saturday edition. On May 4 the Weekend Globe and

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Bolstad Wins Toronto Tent's Heart Award

Winner of the annual Heart Award of the Variety Club of Toronto is R. W. Bolstad, a past chief Barker, who was presented with the onyx-and-gold plaque which symbolizes the honor, by James R. Nairn, last year's winner, at a dinner meeting in the Prince George Hotel.

"He has willingly taken on every job he was ever asked to do — and even created many other assignments for himself," said Nairn. "He's sold tickets for our shows, space in our programs, found jobs for Variety Village graduates and given freely of his expert advice—and he's still giving."

In thanking his fellow-barkers Bolstad urged that younger mem-

(Continued on Page 4)

Sabre Films Changes Title

Title of Sabre Films' The Haunted, starring Dana Andrews and Peggy Cummins, has been changed to Night of the Demon.

CONDITIONS DEMAND HARDER SELLING, SAYS REAGAN

During the 12 months beginning September 1 MGM will release 36 features, six more than during the previous fiscal period, Charles M. Reagan, vice-president and general sales manager, told representatives, among them

Harry Cohen Montreal AA Branch Manager

Harry Cohen, formerly Montreal branch manager for RKO Distributing Corporation of Canada, which recently closed its offices and is now distributing through Empire-Universal Films, has joined Allied Artists Pictures of Canada in the Quebec metropolis. The popular Cohen fills the post of branch manager, vacant since the recent retirement of Sam Jacobs, it was announced in Toronto by Douglas V. Rosen, general manager for AA of Canada.

Cohen was with RKO for 17 years, first as a salesman working out of the Winnipeg office, then as branch manager in Saint John and for several years until the recent closing of the exchanges Montreal branch manager.

Cohen is the second RKO branch manager to join another company. Recently Myer Nackinson was named Empire-Universal Winnipeg head.

Hilly Cass, general sales manager for Canada, at the recent sales meeting in Chicago. With Reagan to spark the meeting were Joseph R. Vogel, president of Loew's Inc., MGM's parent company, and Howard Dietz, v-p and ad and promotion chief. Cass returned to Toronto enthusiastic about the company's plans for the changing future, as revealed by Vogel and Reagan.

"Every man in the company has a right to expect a square deal and a decent job, but conditions demand harder work and more thorough selling than before," Vogel

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Denies That CCP Was Discontinued

"The Canadian Cooperation Project has not been supplanted or discontinued nor have I received any intimation that it will be," stated Don Henshaw, its Canadian representative for the Motion Picture Association of America, from his office at the MacLaren Adver-

(Continued on Page 3)

Drive-in Fees Cut

The Alberta Government has cut licence fees for drive-ins by 50 per cent. New scale is \$125 annually and \$25 per month for ozoners with a capacity of 500 or more cars, with the rate declining as the capacity becomes smaller.

TRUEMAN TO CC; NEW NFB HEAD SOON

A new chairman of the National Film Board and Government Film Commissioner is indicated by confirmation of unofficial reports that Dr. A. W. Trueman will become director of the Canada Council, which will spend \$100,000,000 in public funds to assist in the elevation and broadening of culture in this country. Another Canada Council appointment of interest is that of L. W. Brockington, CMG, QC, president of The Rank Organization in Canada, whose term as a councillor will be two years.

Chairman of the Canada Council, which has 19 councillors appointed for terms from two to six years, is Brooke Claxton of Ottawa, Canadian vice-president of the Metropolitan Life Insurance Company and former Minister of Defence. Vice-chairman is Monsignor Georges-Henri Levesque, rector of Montmorency College, Quebec City.

Assisting Trueman as chief administrative officer is Eugene Bussiere, now director of the citizenship branch of the Citizenship and Immigration Department.

HONOR BROWN, CRINGAN, PAYNTER

Guests of honor at a farewell stag dinner given by Alberta industry people were Cy Brown, Bob Cringan and Harry Paynter, while Joe Garfin, until recently in Vancouver, was welcomed back to Calgary as successor to the first-named, formerly Empire-Universal branch manager. Brown and Cringan, formerly 20th-Fox manager, left their companies to establish their own business, CBM Distributors, which is outside the industry.

Arthur Hersh of Warners was toastmaster. Frank Kettner of Prairie Allied presented a scroll to Cringan; Doug Miller, Taber exhibitor and v-p of the Alberta Theatres Association, did the honors for Brown; and Buster Radis of UA, Film Board of Trade president, made the presentation to Paynter.

Over a hundred were present at the dinner, which took place in the Little Dogie Room of the Stampeder Hotel.

Percy Taylor Passes

Percy Taylor, Rock Island, Quebec exhibitor, died recently at the age of 67. His son, Hatton, is formerly of the RKO organization in Canada and the USA. Also surviving are two daughters — Mrs. Mickey Miles and Mrs. Harry (Red) Foster of Toronto.

Services were at Our Lady of Perpetual Help Church, Toronto.

Ray Milland In 'High Flight'

Ray Milland will star in Warwick Productions' High Flight, which will be filmed at the Elstree Studios in England and released by Columbia.

MANITOBA DROPS TAX ON THEATRE TIX 50c & UNDER

Only tax concession granted by the Manitoba Government in the budget brought down recently by Provincial Treasurer Charles Greenlay was to the Province's theatres, which will not have to pay amusement tax on admissions of 50 cents

and under, effective May 1. This is the third straight year that the plight of theatres, hard hit by television, has been given consideration. Two years ago tickets up to 25 cents were exempted and last year this was raised to 30 cents.

**SCREAMING
EXCITEMENT
EVERY STEP
OF THE WAY!**

BOXOFFICE

The story of today's
counter-spy war
for tomorrow's
deadliest
weapon!

RUTH
ROMAN

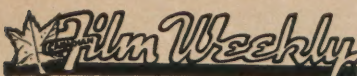
STERLING
HAYDEN



THRU
UA

**FIVE
STEPS
TO
DANGER**

with WERNER KLEMPERER • RICHARD GAINES • CHARLES DAVIS • JEANNE COOPER • Screen Play by HENRY S. KESLER
Produced and Directed by HENRY S. KESLER • Story by DONALD HAMILTON and TURNLEY WALKER
Based on the Saturday Evening Post Serial by DONALD HAMILTON • A Grand Productions Inc. Release



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CCP NOT OVER

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tising Company Limited, Toronto. His statement was made in answer to an enquiry about information in an article, Hollywood Plugs Visits to Canada, which was written by Bob Willett for Saturday Night. Willett, writing about Canada's new Consul General in California, D. Leo Doland, pointed out that he was formerly head of the Canadian Government Travel Bureau and that its Los Angeles branch is one of his responsibilities. This branch has been under the direction of Marion Remington, an American, for 17 years. Wrote Willett:

"Although the trend toward global motion picture production has reduced Canada's importance in this regard, Marion Remington and her staff still work closely with the movie-makers, encouraging filming in Canada. They've taken over the work of the Canadian Co-operative Group, which ceased to function a little over a year ago, in providing liaison for producers looking for actual Canadian locales."

The Canadian Cooperation Project was created shortly after the war by the Motion Picture Association of America to stimulate tourism from the USA through the inclusion of Canadian scenes and dialogue references in Hollywood-made features. It grew out of the Canadian shortage of USA dollars at the time and has been maintained since, although the shortage no longer exists. Each year Taylor Mills of the MPAA reports on its progress after meeting with representatives of various Canadian government departments.

Basehart Added To 'Brothers Karamazov'

Richard Basehart, who contributed an outstanding performance to the Academy Award-winning *La Strada*, has been signed by MGM for the role of Ivan Karamazov in *The Brothers Karamazov*, filmization of the well-known classic novel by Dostoevski.

Yul Brynner and Lee J. Cobb head the cast of the new picture, which will be adapted to the screen and directed by Richard Brooks, with Pandro S. Berman producing.

36 MGM Features

(Continued from Page 1)

said after being introduced by Reagan. The appointment of Jack Byrne and Robert Mochrie, the latter widely known and popular in Canada, as assistant sales managers indicates a closer relationship between the head office and the field.

Heading the list of 15 productions completed and ready for release is *Raintree County*, starring Montgomery Clift and Elizabeth Taylor, which will get special handling and record promotional campaigns this Fall. Also included are *Designing Woman* (Gregory Peck, Lauren Bacall, Dolores Gray), *The Vintage* (Pier Angeli, Mel Ferrer, John Kerr, Michele Morgan), *The Little Hut* (Ava Gardner, Stewart Granger, David Niven), *This Could Be the Night* (Jean Simmons, Paul Douglas, Anthony Franciosa), *Something of Value* (Rock Hudson, Dana Wynter, Sidney Poitier), *The Seventh Sin* (Eleanor Parker, Bill Travers, George Sanders, Jean Pierre Aumont).

Also *Man on Fire* (Bing Crosby, Inger Stevens, Mary Fickett), *Silk Stockings* (Fred Astaire, Cyd Charisse, Janis Paige, Peter Lorre), *Gun Glory* (Stewart Granger, Rhonda Fleming), *House of Numbers* (Jack Palance, Barbara Lang), *The Happy Road* (Gene Kelly), *Action of the Tiger* (Van Johnson, Martine Carol), *The Living Idol* (Liliane Montevecchi, Steve Forrest) and *Tarzan and the Lost Safari*.

Five major films now in production are *Les Girls* (Gene Kelly, Mitzi Gaynor, Kay Kendall, Taina Elg), *Don't Go Near the Water* (Glenn Ford, Gia Scala, Earl Holliman, Anne Francis, Keenan

Wynn, Fred Clark, Eva Gabor, Russ Tamblyn, Jeff Richards), *Tip on a Dead Jockey* (Robert Taylor, Dorothy Malone, Gia Scala), *Until They Sail* (Jean Simmons, Joan Fontaine, Paul Newman, Piper Laurie, Sandra Dee) and *Captain Dreyfus* (Jose Ferrer, Anton Walbrook, Leo Genn, Emlyn Williams, Viveca Lindfors).

Films in preparation include *The Brothers Karamazov* (Yul Brynner), *Some Came Running*, *Gigi* (Leslie Caron, Maurice Chevalier), *Jailhouse Kid* (Elvis Presley), *Merry Andrew* (Danny Kaye), *The Wreck of the Mary Deare*, *Cat on a Hot Tin Roof*, *Three Guns* (Robert Taylor), *Never So Few*, *Reluctant Debutante* (Debbie Reynolds), *Company of Cowards*, *The Law and Jake Wade* (Robert Taylor), *Imitation General*, *Guided Missile*, *Prisoner in Paradise* and *Bay of the Moon*.

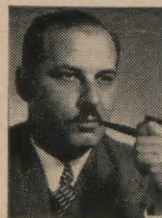
Also *Boy Friend* (Glenn Ford), *Valiant Strain*, *Party Girl*, *Spectacular*, *The Scapegoat*, *Infamy at Sea*, *Third Rail*, *The Journey* (Yul Brynner), *Seven Hills of Rome* (Mario Lanza), *The Invisible Boy*, *King Kelly* (Kirk Douglas), *Man Against Himself*, *Willy Gordon Story* (Ray Milland), *Tunnel of Love*, and the gigantic remake of *Ben Hur*, which was the costliest picture ever made when it was first filmed in 1924 and which will be the most ambitious production ever undertaken by MGM, scheduled to get under way the first of the year after more than two years of preparation.

20th-Fox 'The Young Lions'

Marlon Brando will star in 20th-Fox' *The Young Lions*.



AN increasing segment of the public is becoming aware of the motion picture theatre as a fine source of entertainment. In talking to people in



many different places and from various walks of life one finds an increasing awareness of the distinction between time-waster and first-class entertain-

ment. This is one of the reasons that poor or carbon copy motion pictures have little place in our economy today. Indeed, only the motion picture with good word-of-mouth potential can hope to achieve any heartening gross. People are talking more about the movies and today are more likely to tell you about the good motion pictures they have recently seen rather than to brag that they have not been to the movies for the longest time. An interesting observation is contained in a recent editorial in the *Ottawa Citizen*: "A really good movie can be less inhibited than the stage and, of course, of infinitely greater depth than even the most faithful of TV's cameos."

It may take years to arrive at a conclusion of what is presently a moot point: Does the showing of good old movies on TV have a derogatory effect on movie attendance or does it generate in viewers a desire to return to the motion picture theatre for their entertainment? It seems already to have been established that a good old motion picture will attract more viewers than run-of-the-mill TV entertainment and, certainly, the masters of the TV webs are consuming bottles of aspirins because of headaches caused by the programming problems they face in the coming season. The drawing power of old movies adds just a little more to that.

For many years we entertained the hope that the so-called majors would withhold the selling of their backlogs to TV. The dam has now been broken and almost completely swept away. Therefore, we must learn to live in our business with the assumption that at sometime or other most good films will find their way to the TV screens. Can we hope to exist in an economy where someone else is giving away at most convenient locations what we are trying to sell at places

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BAILIFF'S SALE

NOTICE is hereby given that the Goods and Chattels distrained for Rent on the 13th day of March, A.D. 1957 by me as Bailiff to the Corporation of the Town of Palmerston, the Landlord, of the premises occupied by Foto-Nite Amateur Shows Limited in the Town of Palmerston will be sold by Public Auction in one (1) parcel subject to a reserve bid on the 27th day of April, A.D. 1957 at two (2) o'clock in the afternoon at the Norgan Theatre, Palmerston, Ontario, which Goods and Chattels are as follows, that is to say:

1 pr. Motiograph S. Pedestals; 1 pr. Ashcraft D Suprex Arc Lamps complete with 14" reflectors; 1 pr. Electric changeovers on projectors; 1 pr. Century C Projectors; 1 pr. upper magazines; 1 pr. lower magazines; 1 RCA PC 215 Sound System with diphonic back stage horns and M 1-9508 exciter lamp supply; 1 331/3 RPM Philco record player; 1-78 RPM only player Dominion Sound Z24 BX; 1 spare parts cabinet in rewind room; 1 Golde Stereopticon with stand; 1 Electric Specialty Co. Arc Motor Generator (motor) 7 1/2 HP Motor, 550 Volts, 60 Cycle, 3 phase, (Generator) 42 Volts, 50/100 amps. This Arc supply complete with ballast resistors and control panel; 1 Wenzel NSI Manual rewind; 1 Dominion Booth Table 60" long; 2-5 section film cabinets; 14 aluminum reels; 1 Booth Stool; 1 Northern Electric PA Amplifier 20 Watts with 2-10" speakers in baffles; 2 Automatic Devices Curtain Machine each with about 25' curtain track; 1 Hilux screen 23'6" x 14' high approximately Screen frame; Pyrene fire extinguishers; 1 qt. size; 2 1/2 gal. soda and acid extinguisher; 413 Theatre seats; 2 rugs 7' x 8' each; 1 "Manley" pop corn machine; 1 "Everfrost" Soda Bar; 1 Vacuum Cleaner and attachments; 1 pencil sharpener; 2 Waste paper baskets; 3 small tables; 5 floor brushes; 2 round mirrors; 1 Step ladder; 6 odd chairs; 3 venetian blinds; 6 garbage cans; 1 snowscraper; 1 snow shovel; 1 scrub pail and wringer. Terms cash or as arranged. Dated this 10th day of April, A.D. 1957.

(sgd) William Roberts
Bailiff

LISTOWEL, Ontario.

News Clips

Famous Players Canadian Corporation's annual meeting will take place at the company's head office in the Royal Bank Building, Toronto, on April 23 . . . William Shatner, Montreal-born actor, who will appear in Hamlet and Twelfth Night at the Stratford Shakespearean Festival, has been signed by MGM to work in two features per year for five years . . . Henry Kogel, staff engineer of the Society of Motion Picture and Television Engineers, has resigned . . . First showing of Montreal, 20-minute ASN-made color documentary bought by the NFB for the CCO series, took place in Loew's, Montreal on April 19.

Benefit shows for the Charles Houle Fund may be cancelled because the Provincial Government refuses to exempt them from the ban on children under 16 attending commercial cinemas. The Government says blanket tolerance would create too great a precedent. Houle, a policeman, was killed on duty. . . Toronto and Montreal groups of TV workers have applied to the Labor Relations Board to have the IA decertified as their bargaining agent. They claim they don't have enough say in their affairs but Canadian IA chief Hugh Sedgwick says their representatives participated in negotiations for their present contract and 74 per cent of the membership voted for it.

British exhibitors' long fight for a reduction in taxes won a measure of success in the budget announcement in the House of Commons and, while it was not as big as hoped for, it may save some theatres from closing down. The budget raised the license fee for TV sets, which may also be a help . . . Associated Artists Productions, formerly PRM, Inc., which acquired the Warners backlog for \$21,000,000, earned about \$1,000,000 or \$2.50 a share in 1956 and the net profit for the first quarter of 1957 totals the same. Its Canadian subsidiary, Donnell & Mudge, will be selling the films to TV in a couple of months . . . Ivor Lomas, FRPS, lab manager at Crawley Films, has been made a Fellow of the British Kinematograph Society, a rare honor.

Columbia Extends Warwick Deal

Columbia Pictures and Warwick Productions have agreed to extend their current producing-releasing agreement for another two years, continuing through 1959.

The announcement followed by about 30 days a statement that the two organizations had agreed to terminate their present deal at the end of this year after a five-year relationship.

— OPINION —

The *Unforgotten* is the title of the editorial in *Image*, Journal of Photography and Motion Pictures of the George Eastman House, from which the following is taken. It is by James Card, Curator of Motion Pictures at the George Eastman House, Rochester:

Old age has few victims more pitiful than the once great leading ladies of the theatre. They sit with defeated hands, dejectedly fingering their brittle and yellowed old clippings, vainly seeking reassurance in praises published so long ago they have themselves forgotten the details of their past success.

But the actors and actresses of the cinema are the immortals. Their greatest work, fresh as the day it was achieved, is kept forever in the film archives of the world. Alice Terry, Francis X. Bushman, Bebe Daniels, Mae Murray, Nita Naldi, Ramon Novarro, Lila Lee, William Haines, Blanche Sweet, Esther Ralston, Betty Bronson, Colleen Moore, Clara Bow, May Allison — they may think that they have retired from the screen. But they are wonderfully mistaken. Their shadows are kept busier than they ever were before by the Cinematheque Francaise, the National Film Library in London, the film archives of Yugoslavia, Denmark, Czechoslovakia, Germany, Poland, Japan, Portugal, and South America. Like the Museum of Modern Art Film Library in New York, many of these institutions circulate their collections throughout their own countries. New generations of admirers are constantly added to film artists' conquests of the past. Some players are developing greater followings in the world of film societies than they ever had before.

The only requirement for the kind of immortality that the screen can bring is that one make an unforgettable contribution. Whether the contributor be cameraman, director, writer, actor or actress, the film archives of the world are dedicated to preserve their achievements. And if achievements they are, they will never be forgotten.

ASSOCIATED ACQUIRES PARAGON

Associated Theatre Services Company, a Winnipeg booking and buying organization in which Charles Krupp, Barney Brookler and Murray Sweigman of Theatre Poster Service Limited are partners, has acquired Paragon Booking Association of Winnipeg and will now service some 50 theatres. Joe McPherson, who resigned as Toronto branch manager of J. Arthur Rank Film Distributors some time ago and later purchased Paragon from Joe Harris, will remain with the company and manage it in association with Krupp and Brookler.

Associated Theatre Services was formed two years ago to do the booking and buying for an initial 18 theatres. Since that time about 17 theatres were added and these 35 have now been increased by Paragon's 15.

BOLSTAD

(Continued from Page 1)

bers take places on The Crew. He paid tribute to his fellow-barkers at Famous Players, of which he is vice-president, for their devotion to Variety and their aid where his personal efforts are concerned. "We grew up together in business, joined Variety together, learned how to work together and to somehow enjoy the many problems connected with helping the futures of the boys at Variety Village," he said.

Nairn was introduced by Chief Barker N. A. Taylor, who had previously called on Past Chief Barker Wm. Summerville, Jr. to make a presentation to Ernest Rawley, now a resident of New York, and First Assistant Chief Barker Dan Krendel to report on the annual convention in New Orleans.

The gold cufflinks with The Barker insignia and the lifetime gold membership card that are to go to Rawley were received for him by his successor as manager of the Royal Alexandra Theatre, Edwin DeRocher. "Ernie will be pleased," DeRocher said. "I know he loved doing the work he did for Variety." That work, Summerville had pointed out, included the national tours of British attractions, the financial results of which meant a great deal to the Heart Fund and brought Rawley a Heart Award.

Krendel, who called the International convention "successful and inspiring," told the members that Variety Clubs International officers had asked about Toronto as the scene of a future convention.

During the meeting Taylor announced that Winnipeg theatre people had given another \$100 to the Heart Fund and Chet Friedman urged the members to get their ads in before the May 15 deadline of the souvenir baseball program. Two tickets to the opening performance of *Damn Yankees* at the Royal Alexandra Theatre will go to the member who has signed the most ads by May 4, DeRocher said.

LATEST in the Perspective series produced by the National Film Board is *The Yellow Leaf*, a sympathetic study of an elderly widow who goes to live in a home for the aged. Produced by Julian Biggs, it was directed by Fergus McDonell from a script by Charles E. Israel and was photographed by Donald Wilder.



HARRY COHEN
Named Montreal branch manager for Allied Artists Pictures of Canada Limited.

FILM and television supervisor for the CPR is Norman G. Hull, who resigned as Associated Screen News' general sales manager recently. Hull, with ASN for 23 years as a cameraman and director, will conceive films to demonstrate improved operation and to emphasize safety measures.

OFFBEAT Independent films will be made by a new company formed by Ivan Tors, producer, and Andrew Marton, director, named New Venture Productions. Art Arthur will join the company in an executive position on August 1 when he completes his current assignment for Paramount and others included in the organization will be Herbert Kline, producer of documentary films, and Thelma Schnee, head of story and casting departments. Five films are in preparation. Arthur has been associated with Tors on previous productions.

OUR BUSINESS

(Continued from Page 3)

where sometimes it is extremely difficult or trying for a potential patron to reach?

Some of the answers are obvious and others need research. The public has not turned away from the motion picture theatre. It does, however, continue to bypass in increasing degree the theatre of antiquity or discomfort — the one where rowdyism or noise is permitted to intrude on proper enjoyment of the entertainment offered — the one showing poor or time-waster films or judged to be so old that they should be on TV. With a little concentration one may lengthen this list. On the other hand, good attractions, in attractive theatres, with a reasonably early run, are racking up greater grosses than ever. You cannot read the sign posts unless you stop and look.

Vieux Carre



Observanda

AH, NEW ORLEANS! Soft water, soft air, soft accents—and loud Dixieland music. Here there is veneration for the old and enthusiasm for the new. The Old City, spoken of as the French Quarter or the Vieux Carre, is filled with stories of an enchanted past and offers matchless dining amid shabby architectural elegance that is cherished by the owners and guaranteed to remain in that state by the law. Beyond the Vieux Carre are superstructures of stone and steel that excite with their modernism.

Behind those ancient Franco-Spanish plaster-and-grillwork fronts of the Vieux Carre are surprisingly roomy interiors that hold restaurants in which each morsel is the fruit of centuries of the chef's art. All have the air of refinement and leisure that we have been led to believe belonged to an age much more adventurous and with greater romance than the one in which we live.

Go With Bib and Tucker Through Brightest New Orleans and you will have much to remember. Herb Allen did. He and his Bertha had lunch in a famed cafe. When he got the bill Herb addressed the waiter. "What are you trying to do here?" he asked. "Get even for the Louisiana Purchase?"



Having dined in a quiet and charming place, the visitor exposes himself to the glare and glare of Bourbon Street, where men are musicians and ladies are strippers. Outside each place a gentleman informs you loudly of the charms for the ear and eye waiting inside and urges that you avail yourself of them.

I knew Bourbon Street through a visit in 1952 and found the raucous and rolling rhythms that reach out for your ears as stimulating as before. There was the promise of a good time there when I decided to motor with Jack Fitzgibbons to the annual Variety convention. The promise came true — and for Varieteers from places far and near.

Chief Barker Ed Tobolowsky of Dallas told the guests at the Humanitarian Award dinner how much his tent fellows love New Orleans — and that some might even settle there. "A few who disappeared into the French Quarter last night haven't come back yet," he explained. Then there were the admiring comments of the ever-amiable and always witty Jim Carreras of the London tent, on the same dais to give England's greetings. Jim said he loves New Orleans, "especially those quaint tea shops on Bourbon Street, where they serve tea and crumpets all night."

About the convention: it was interesting and enjoyable. Besides those mentioned earlier in this account there were the Dan Krendels and the Nat Taylors. The Taylors, Nat and Yvonne, arrived in New Orleans with a feeling of having been hounded across half the world by a vengeful, relentless sorcerer who kept changing into the disturbances of Nature. They sat in their boat off Hawaii for hours because two miles under it a tidal wave boiled that might or might not engulf it and the Islands. It didn't. In San Francisco they had just entered the library of their host, Chief Barker Irving Levin, when the books began tumbling off the shelves. The biggest earthquake since the 1906 one that destroyed the city was on. In Dallas the pilot was told from below not to land. At last he did. The hostess urged all passengers to leave everything and get the heck out of the plane fast. A few minutes later they stood in the port building, holding hands and horrified at the distant sight of the evil thing called a twister — the one that tore through the countryside taking life and property with it. They doubled their scotches as they told me about it.

It was a good convention; even the Taylors enjoyed it. It was nice to see Nat Golden, George Hoover, Ed Emanuel, John Rowley and the others again. Next year: London. The year after that: Las Vegas again. Then perhaps Toronto. Every Canadian was asked the same question many times: "When are we going to Canada?"

SOCIAL SIDE of the Variety International convention provided some very interesting moments, a few of them amusing. At one of the luncheons Jimmy Stewart, on the road for *Spirit of St. Louis*, bowed off with this: "If you'll excuse me, I'll see if I can drum up some business for the picture" . . . At the Award dinner Hugh O'Brian, the Wyatt Earp of the TV screen, got a laugh with his comment about the business of stars putting their feet in the cement at Grauman's Chinese Theatre in Hollywood: "One day you might be standing in it and the next day you might be mixing it." And Father Edward Murphy, author of 14 books, said the Variety workers "deserve a special blessing from Heaven." For his own he borrowed an Irish one: "May you be in Heaven a half-hour before the devil knows you're dead."

Most touching was the address of Dr. Emery Ross, chairman of the Albert Schweitzer Foundation, who received the Humanitarian Award for Schweitzer, a man with "a spirituality that draws." He told about Schweitzer's characteristics, one of which was a lifelong regard for the value of money, since he does so much with it.

Schweitzer, Dr. Emery said, carries his money in a cloth bag with a drawstring — as he did in his student days. Once, observing that this had caught Dr. Ross' eye, he said: "Don't laugh. People like me who need money save much of it that way. When I was a student we often had snacks together. By the time I got my pouch open someone else had always paid the bill."

The African medical missionary and musician sums up his philosophy in three words: "Reverence for life." That philosophy is also Variety's, as Ralph Staub's film, *The Heart of Show Business*, and one made for the London tent by Warwick, *The Heart of Variety*, clearly indicated by their review of VCI work for the halt and the lame and the blind. This work, International Heart Chairman Nate Golden revealed, has cost \$39 million in 17 years.

"Like you, he gives his heart to all in need," Dr. Ross said of Schweitzer. "He's a one-man Variety International — not yet affiliated."

THEATRICAL artists need personal managers to help them on their way to the Big Time and there are very few in Canadian Show Business. Lucky for that singing foursome, The Diamonds, that Nat Goodman, one of the town's top musicians, entered the field. Under his guidance they have arrived at a hit record and an appearance on the Como show . . . A book about the adventures of a German in the Canadian West, *Canadian Scherzo*, has Germany laughing and I hear an English-language edition will be issued in the USA . . . Jack Chisholm and his three-man *Showcase Productions* crew — Ernie Kirkpatrick, Bill Dineen and Jim Kennedy — are due out of their hospital beds, where a liver bug put them. They, like many others, picked it up while shooting in the Northern Ontario mining country . . . That long-stemmed Indigo Room lingsirl with the face like Grace Kelly's is a University of Toronto student. Nothing like a night club to learn about life, I guess . . . Pat McNee, local actor who worked in *Les Girls*, had to turn down another Hollywood part in MGM's *Until They Sail* . . . Hugh McKandy won't be handling theatre ads for the *Globe and Mail* any more. He's now editor of its new house organ, *The Inside Story* . . . Nothing comatose about Como. At RCA's party for him, at which Len Headley was the busy host, Perry had his hands full of the pencils and books of a couple of hundred signature seekers, all the while answering professional quizzers. That easygoing manner has just got to be a character part after a half-hour of this but he played it through. I asked him about films. Leo McCarey has been after him, he said, but he can't work out enough time.

THE BAND of the Black Watch Regiment of Britain will tour Canada for Variety Village . . . *NY Times* carried a 56-page insert about Ontario, apparently paid for by the Province

(Continued on Page 8)

WARNER BROS.

**PROUDLY
PRESENTS IT**

NOW...

AND "IT WILL

LIFT YOU

RIGHT OUT

OF YOUR

SEAT!"

N.Y. DAILY NEWS

**'ONE OF THE GREAT
STORIES OF OUR AGE!'**

SEVENTEEN MAGAZINE



'ONE OF THE BEST FILMS

EVER MADE!' - 'AS GRIPPING

REDBOOK

AS IT IS NOSTALGIC!' - 'AN

NEWSWEEK

EPIC FILM -- FINE TO SEE!'

LIFE

'EXCELLENT!' - 'SUSPENSE

TIME

IS WELL NIGH SHATTERING!'

PARENTS

JAMES STEWART

roaring out of the
Roaring 20's as 'Lucky Lindy,'
his role of roles!

The Spirit of St. Louis

BASED ON THE PULITZER PRIZE BOOK BY

CHARLES A. LINDBERGH

IN CINEMASCOPE AND WARNERCOLOR

SCREEN PLAY BY BILLY WILDER AND WENDELL MAYES

PRODUCED BY LELAND HAYWARD

DIRECTED BY BILLY WILDER

MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

***THE ONCE-IN-A-LIFETIME EXCITEMENT
OF THE WORLD'S MOST EXCITING ERA***



WEEKEND PAPERS

(Continued from Page 1)

Mail, to be sold on Saturdays, makes its debut. The conclusion of film men at the moment, however, is that the major beneficiary of the greater need for entertainment material is television.

The papers are gathering heaps of movie material but so far they haven't used much of it but the editors, still wrestling with the new formats, are expected to arrive at what they're looking for soon. When they do, some of them have said, they'll provide the same boost for motion pictures as they have for TV. So far only one chain has provided any additional advertising for the weekend papers.

Most film men are agreed that the coming of the weekend papers will eventually prove of great benefit to the industry. One stated that previously the dailies did not have the space to devote to movie news in spite of the proven readership interest but felt that with the amount of material now required this would no longer be a problem. He pointed out that the papers were not only seeking news about current films in theatres and ones due to open within a week or two but were asking for advance information and publicity about films being planned and starting production. He believed that if this policy were sustained it could not help but create more interest in movie-going, just as fan magazines do.

Another mentioned that in his opinion serialization of coming films was another means of awakening interest and he stated that he had had several discussions with one of the papers which was toying with the idea. He was sure that if one adopted the idea, in time, the other two would follow suit.

In general, the belief among trade folk is that the papers, as far as they have been able up to now, have been most co-operative and that, eventually, they will be of tremendous help. One dissident opinion was that, comparing the amount of advertising from TV and legitimate theatres to the amount of space devoted to them, movies were not getting a fair shake. However, he hoped that the extra advertising, which is now on a seven-days-a-week basis instead of the former six times weekly, would cause the papers to adopt a more liberal policy.

Dana Andrews Set For 'Zero Hour'

Dana Andrews has been signed by Bartlett-Champion Pictures for the top starring role in *Zero Hour*. This marks the first star casting in the first picture to be made by the newly-formed production company in partnership with Paramount Pictures.

Zero Hour is from a story by Canadian-born Arthur Hailey, with the screenplay by Hall Bartlett, John Champion and Hailey.



Present Toronto Variety Club's Heart Award

Reuben W. Bolstad (centre), vice-president of Famous Players, is shown being presented with the onyx-and-gold plaque emblematic of the annual Heart Award of Tent 28, Toronto of Variety Clubs International by James Nairn, director of advertising, publicity and exploitation for Famous Players, who won the Award in 1956. Looking on from the left is N. A. Taylor, Chief Barker of Tent 28.

ON THE SQUARE

(Continued from Page 5)

— without a single word about the Stratford Festival. Or perhaps I missed it . . . *Stan Helleur* gave the National Film Board a bad time in a recent *Sunday Telegram* piece headed "Intrigue Rife at NFB." His concluding sentence: "For it's a mess, a real mess" . . . *Lou Mackenzie* is in St. Michael's Hospital, Toronto, and would like to hear from friends . . . *It's a boy* at the Jackson Samuels. He's the busy newsreeler. And the Wannie Tyers' new son has three sisters to help mummy take care of him . . . *Bert Pearl*, the one-time Happy Ganger who owns the show, and Bob Farnon, a HG grad now a leading English composer, stopped off in New Orleans while I was there. Bert has his visa and will live in Hollywood, where the boys were headed. One day, while on the road headed for New Orleans, the Bobby Gimby-Johnny Wayne hit, *Cricket*, was followed on the radio by Farnon's *Woodland Parade*. Music by Canadians is getting around . . . *Local drive-ins* now sell Pizza. I can't wait for them to offer spaghetti, so that I can observe its eaters trying to watch the screen at the same time . . . *Condolences* to Art Chetwynd, producers' association president, whose father died in Victoria . . . *There are* some season baseball parking tickets left for Molson's lot and industry folk who want one had better get it in a hurry . . . *It's a third lad* at the Ron Leonards. Daddy is the Odeon ad-pub chief.

NAC CONVENTION NOVEMBER 20-23

Annual convention of the National Association of Concessionaires, formerly the Popcorn and Concessions Association, will take place at the Hotel Americana in Miami Beach, Florida from November 20 to 23. It will be held at the same time as the annual Motion Picture Industry Convention and Trade Show, also set for the Hotel Americana, in which the Theatre Owners of America, the Theatre Equipment and Supply Manufacturing Association and the Theatre Equipment Dealers Association will be included.

NAC will participate with TOA-TESMA in presenting the "Greatest Concession Trade Show on Earth" as a special section of the convention.

Chairman of the Canadian Region of NAC is J. J. Fitzgibbons, Jr. of Theatre Confections Limited, who for several years was on the international executive of NAC. Vice-chairman is Syd Spiegel of Super-Pufft Popcorn Limited and secretary-treasurer is T. Moran. As in past years, a number of Canadians are expected to attend.

MISSION HOUSES

(Continued from Page 1)

How is it done? Evangelism for a silver collection at 3 and 7.30 p.m. on Sundays, and at 4.30 for children and 7.30 for adults on weekdays.

Sponsor is the Brendel-Roy Evangelistic Team of Seventh Day Adventists, which rents the theatres for "A series of Evangelistic Meetings." The team, comprised of and described as The Bros. Brendel & Roy, also provides sermons. It is likely that it has arrangements with local Seventh Day Adventist congregations regarding help and profits.

At present the team is operating at Odeon Theatres' Windsor in Hamilton, where they have a 23-day lease with an option for extending their stay. Previously they had taken over Twinex Century Theatres' Esquire in Brantford for a month. The former has seating accommodation for 520 and the latter for 987.

In both cases Bros. Brendel & Roy agreed to do their own cleaning and smartening up of the closed houses, as well as to leave them in tip-top condition. The two circuits stated that the team had lived up to the agreement 100 per cent.

In the case of the Windsor in Hamilton the Brothers ran teaser ads on the movie page of *The Spectator* in advance of the opening telling the readers to watch for free movies at the theatre. Then ads advising that "The motion picture *Martin Luther* will be screened in three parts" were run. These also stated the dates and times, as well as the fact that there would be "No Admission" and all would be welcome. "Movies for school children every afternoon at 4.30" was another feature given prominence in the ads.

Martin Luther, evidently only one of the films dealing with religious themes in the repertoire of the Evangelistic Team, had previously been distributed in Canada by International Film Distributors and had played many top houses to good grosses across the country. It ran into trouble in Quebec, where it was banned on religious grounds, but later was given showings privately in a number of churches.

There seems to be an increase in the use of dark theatres by religious organizations and groups across the country and this revenue is welcomed by their owners. In some cases houses have been leased for considerable periods strictly for their auditoriums, without the showing of films entering into the deal at all.

In one instance, that of the Savoy in London, it is leased on a monthly basis by a USA evangelist, Reverend Marie Mowat, because no church was available to her in the area she desired. No films are being shown by Rev. Mowat and she has intimated that she may eventually be interested in acquiring the 520-seat house outright.

WONDER WHAT AVA IS THINKING ABOUT?



M-G-M Presents

**AVA GARDNER
STEWART GRANGER
DAVID NIVEN**

In
**"THE
LITTLE HUT"**

Introducing
WALTER CHIARI

Screen Play by
F. HUGH HERBERT

Based on the Play by **ANDRÉ ROUSSIN**
English Stage Adaptation by **NANCY MITFORD**

Photographed in
EASTMAN COLOR

A HERBSON S. A. PRODUCTION

Directed by
MARK ROBSON

Produced by
F. HUGH HERBERT and MARK ROBSON

An M-G-M Release

She's the best-dressed girl on a desert island. In fact she's the only girl on the island. She has to choose between two love-starved men shipwrecked with her. Poor Ava, lost all her clothes. Lucky she looks so good in grass in M-G-M's "THE LITTLE HUT." For fun and female allure this is box-office for sure!

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JAMES MASON
"THIEF OF VENICE" (Color)
Vaughan
CENTURY
EDWARD G. ROBINSON, MARCIA RAY, JOHN FORSythe, RICH DENNING, GARY COOPER, ROBERTA HAY
"THE GLASS WEB"
"RETURN TO PARADISE" (Adult)

FRANK LAUNDER and SIDNEY GILLIAT
PRESENT



A GOOD BET!
It's 3 to 1 you'll
agree the gleesome
threesome are at
their best together!

ALASTAIR SIM
a howl in "Wee Geordie"

GEORGE COLE
a riot in "Constant Husband"

TERRY-THOMAS
a panic in "Private's Progress"

The Green Man

P-R-E-T-T-Y
BODIES, TOO



CO-STARRING
**JILL
ADAMS**

Skeletons in the closets,
bodies under the bed,
and laughter from the
rafters!

A
LAUNDER and
GILLIAT
PRESENTATION

DIRECTED BY
ROBERT DAY

20th CENTURY THEATRES
JULIUS CAESAR

KENT
YONGE AT ST. CLAIR PR. 4300
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Fairbanks, Jr. Darrieux
JAMES STEWART "HARVEY"
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"CONFESSIONS OF A MODEL"

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"Canada's Leading Independent Distributing Company"

6
DAYS

Isn't
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EILEEN
DONALD

ME 4200
Brock
ME 5400
Kenwo

HU. B-5
BAYVIEW

HA. 058
CROWN

ME. 52
KUM

OX. 02
BIRCH

HU. B-543
PARK

EM. 3 5000
VICTORY
Spadina at Dundas

GL. 5710
ACE
R. Scott
D. NIVEN

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J. Wayne: 'Trou

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Yvonne De Carlo

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